

**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR JULY 2011**

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2011	2010	2011	2010	2011	2010	Gain/Loss
Main Library	159,152	173,390	796	834	1,109,997	1,148,910	-3.4%
Branches	338,329	337,316	1,619	1,547	2,288,834	2,336,717	-2.0%
Mobile Units	4,875	4,111			39,769	38,281	3.9%
Library for the Blind	53,125	65,156			395,561	418,242	-5.4%
eMedia	8,389	3,428			58,016	21,153	174.3%
TOTAL CIRCULATION	563,870	583,401			3,892,177	3,963,303	-1.8%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD	
	2011	2010	2011	2010	Gain/Loss	
eBook	5,524	1,765	36,082	9,795	268.4%	
eAudioBook	2,728	1,590	20,659	10,903	89.5%	
eMusic	47	25	512	217	135.9%	
eVideo	90	48	763	238	220.6%	
TOTAL eCIRCULATION	8,389	3,428	58,016	21,153	174.3%	Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD	Monthly Total		Year-to-Date		YTD	
	2011	2010	2011	2010	Gain/Loss	
Downloads	8,844	6,162	60,583	37,775	60.4%	Not included in circulation activity.
Users	537	444	3,630	2,632	37.9%	

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD
			2011	2010	2011	2010	Gain/Loss
Main Library	72	42 minutes	9,535	13,383	6,749	9,566	-29.5%
Branches	312	41 minutes	57,403	74,748	38,942	44,406	-12.3%
TOTAL USAGE	384		66,938	88,131	45,690	53,971	-15.3%

Sessions less than 5 minutes excluded. Hours in use does not include grace periods computers are held for patrons.

WALK-IN COUNT	Monthly Total		Average Hourly		Year-to-Date		YTD
	2011	2010	2011	2010	2011	2010	Gain/Loss
Main Library	47,456	55,190	237	265	328,606	393,423	-16.5%
Branches	265,842	277,704	1,273	1,273	1,746,480	1,902,695	-8.2%
Mobile Unit	738	746			5,557	5,267	5.5%
TOTAL VISITS	314,036	333,640			2,080,643	2,301,385	-9.6%

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR JULY 2011**

	a	b	c	d	e	f	g
BRANCH	Branch Circulation	Sent from Other Branches	Sent from Main	Sent from Other CLEVNET Systems	Total Direct Circulation (a+b+c+d)	Sent to Other CLEVNET Systems	Total Circulation (e+f)
Addison	10,584	1,224	958	1,263	14,029	1,017	15,046
Broadway	2,338	280	170	268	3,056	399	3,455
Brooklyn	6,107	642	455	603	7,807	860	8,667
Carnegie West	9,371	775	1,055	1,079	12,280	1,417	13,697
Collinwood	7,662	578	482	752	9,474	1,173	10,647
East 131st	4,282	500	408	505	5,695	543	6,238
Eastman	12,699	1,305	1,067	1,708	16,779	2,138	18,917
Fleet	9,600	775	863	1,035	12,273	1,326	13,599
Fulton	9,526	829	466	796	11,617	1,168	12,785
Garden Valley	3,701	279	142	204	4,326	527	4,853
Glenville	6,129	677	537	757	8,100	731	8,831
Harvard-Lee	7,027	749	584	970	9,330	882	10,212
Hough	5,033	556	447	642	6,678	583	7,261
Jefferson	6,598	732	717	946	8,993	1,095	10,088
Langston Hughes	5,995	525	415	609	7,544	722	8,266
Lorain	8,748	1,046	686	1,257	11,737	1,016	12,753
Martin Luther King, Jr.	6,364	435	888	1,002	8,689	953	9,642
Memorial-Nottingham	10,652	1,154	1,336	1,879	15,021	1,781	16,802
Mt. Pleasant	5,695	679	434	620	7,428	662	8,090
Rice	10,097	691	519	860	12,167	1,062	13,229
Rockport	17,336	1,598	1,231	1,949	22,114	2,347	24,461
South	6,952	669	460	483	8,564	823	9,387
South Brooklyn	15,264	1,276	1,510	1,819	19,869	2,867	22,736
Sterling	4,005	364	321	310	5,000	520	5,520
Union	5,495	479	205	445	6,624	680	7,304
Walz	12,919	1,122	1,023	1,546	16,610	1,752	18,362
West Park	16,027	1,747	2,350	3,288	23,412	3,270	26,682
Woodland	8,082	738	489	526	9,835	964	10,799
TOTAL	234,288	22,424	20,218	28,121	305,051	33,278	338,329

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION COMPARATIVE FOR JULY 2011**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	15,046	14,200	99,796	102,708	-2,912	-2.8%
Broadway	3,455	3,750	24,639	24,779	-140	-0.6%
Brooklyn	8,667	8,358	65,394	58,469	6,925	11.8%
Carnegie West	13,697	13,880	91,163	90,431	732	0.8%
Collinwood	10,647	10,317	70,901	77,933	-7,032	-9.0%
East 131st	6,238	4,983	38,104	33,022	5,082	15.4%
Eastman	18,917	22,606	134,761	147,477	-12,716	-8.6%
Fleet	13,599	14,105	94,050	103,217	-9,167	-8.9%
Fulton	12,785	11,927	84,747	78,871	5,876	7.5%
Garden Valley	4,853	5,302	28,323	33,717	-5,394	-16.0%
Glenville	8,831	7,276	61,356	52,584	8,772	16.7%
Harvard-Lee	10,212	9,965	68,333	70,118	-1,785	-2.5%
Hough	7,261	6,448	45,680	45,411	269	0.6%
Jefferson	10,088	9,870	69,795	77,610	-7,815	-10.1%
Langston Hughes	8,266	7,596	57,856	52,827	5,029	9.5%
Lorain	12,753	11,842	84,832	92,228	-7,396	-8.0%
Martin Luther King, Jr.	9,642	8,973	62,078	62,932	-854	-1.4%
Memorial-Nottingham	16,802	20,627	125,052	137,934	-12,882	-9.3%
Mt. Pleasant	8,090	7,210	48,199	48,890	-691	-1.4%
Rice	13,229	13,689	91,148	92,968	-1,820	-2.0%
Rockport	24,461	23,420	162,530	163,344	-814	-0.5%
South	9,387	8,386	63,769	67,776	-4,007	-5.9%
South Brooklyn	22,736	24,058	158,043	172,869	-14,826	-8.6%
Sterling	5,520	5,954	43,110	45,351	-2,241	-4.9%
Union	7,304	5,457	47,584	41,847	5,737	13.7%
Walz	18,362	17,883	122,856	126,569	-3,713	-2.9%
West Park	26,682	28,937	178,241	202,745	-24,504	-12.1%
Woodland*	10,799	10,297	66,494	32,090	34,404	*
TOTAL	338,329	337,316	2,288,834	2,336,717	-47,883	-2.0%

*Woodland Branch closed 10/28/2009 - 04/23/2010 for ADA accessibility renovation, asbestos abatement, and roof repair.

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE JULY 2011**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	6,238	7,263	40,720	48,163	-7,443	-15.5%
Broadway	1,860	1,948	10,620	11,948	-1,328	-11.1%
Brooklyn	5,565	5,086	32,174	30,776	1,398	4.5%
Carnegie West	17,594	20,036	129,975	137,465	-7,490	-5.4%
Collinwood	7,291	7,740	48,433	58,709	-10,276	-17.5%
East 131st	6,675	6,708	43,618	44,727	-1,109	-2.5%
Eastman	12,271	13,760	83,135	94,691	-11,556	-12.2%
Fleet	11,967	11,162	72,985	75,559	-2,574	-3.4%
Fulton	9,298	8,613	52,566	52,260	306	0.6%
Garden Valley	5,127	6,614	34,987	49,268	-14,281	-29.0%
Glenville	8,182	8,709	52,362	60,545	-8,183	-13.5%
Harvard-Lee	8,650	8,859	59,183	70,239	-11,056	-15.7%
Hough	19,326	16,001	100,282	99,197	1,085	1.1%
Jefferson	8,446	7,952	56,431	61,894	-5,463	-8.8%
Langston Hughes	6,704	8,211	43,259	48,764	-5,505	-11.3%
Lorain	8,442	8,619	50,961	55,572	-4,611	-8.3%
Martin Luther King, Jr.	5,459	6,536	41,681	46,709	-5,028	-10.8%
Memorial-Nottingham	8,976	10,787	58,429	65,538	-7,109	-10.8%
Mt. Pleasant	7,909	8,507	46,191	60,938	-14,747	-24.2%
Rice	11,676	14,649	96,323	106,085	-9,762	-9.2%
Rockport	13,576	11,353	78,031	82,079	-4,048	-4.9%
South	7,884	7,545	59,433	66,610	-7,177	-10.8%
South Brooklyn	13,386	15,815	100,309	121,496	-21,187	-17.4%
Sterling	15,217	14,155	93,491	85,531	7,960	9.3%
Union	7,403	7,813	63,549	76,858	-13,309	-17.3%
Walz	11,364	11,876	70,322	75,559	-5,237	-6.9%
West Park	10,237	12,640	73,630	88,937	-15,307	-17.2%
Woodland*	9,119	8,747	53,400	26,578	26,822	*
TOTAL	265,842	277,704	1,746,480	1,902,695	-156,215	-8.2%

*See footnote p. 3

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS JULY 2011**

Branch	Total Circulation
1 West Park	26,682
2 Rockport	24,461
3 South Brooklyn	22,736
4 Eastman	18,917
5 Walz	18,362
6 Memorial-Nottingham	16,802
7 Addison	15,046
8 Carnegie West	13,697
9 Fleet	13,599
10 Rice	13,229
11 Fulton	12,785
12 Lorain	12,753
13 Woodland*	10,799
14 Collinwood	10,647
15 Harvard-Lee	10,212
16 Jefferson	10,088
17 Martin Luther King, Jr.	9,642
18 South	9,387
19 Glenville	8,831
20 Brooklyn	8,667
21 Langston Hughes	8,266
22 Mt. Pleasant	8,090
23 Union	7,304
24 Hough	7,261
25 East 131st	6,238
26 Sterling	5,520
27 Garden Valley	4,853
28 Broadway	3,455
	338,329

Branch	Attendance
1 Hough	19,326
2 Carnegie West	17,594
3 Sterling	15,217
4 Rockport	13,576
5 South Brooklyn	13,386
6 Eastman	12,271
7 Fleet	11,967
8 Rice	11,676
9 Walz	11,364
10 West Park	10,237
11 Fulton	9,298
12 Woodland*	9,119
13 Memorial-Nottingham	8,976
14 Harvard-Lee	8,650
15 Jefferson	8,446
16 Lorain	8,442
17 Glenville	8,182
18 Mt. Pleasant	7,909
19 South	7,884
20 Union	7,403
21 Collinwood	7,291
22 Langston Hughes	6,704
23 East 131st	6,675
24 Addison	6,238
25 Brooklyn	5,565
26 Martin Luther King, Jr.	5,459
27 Garden Valley	5,127
28 Broadway	1,860
	265,842

Branch	Population*	
	2009	2000
1 South Brooklyn	31,511	34,217
2 Fleet	27,822	34,598
3 West Park	27,291	29,398
4 Eastman	23,686	25,873
5 Rice	22,240	25,893
6 Fulton	20,026	22,575
7 Memorial-Nottingham	19,553	22,598
8 Rockport	19,404	21,467
9 Harvard-Lee	18,834	21,246
10 Langston Hughes	17,982	21,224
11 Glenville	17,317	20,302
12 Walz	16,558	18,497
13 Collinwood	16,270	19,377
14 Addison	16,169	19,263
15 East 131st	15,658	18,001
16 Martin Luther King, Jr.	15,212	15,483
17 Mt. Pleasant	14,724	17,155
18 Lorain	13,233	14,589
19 Carnegie West	10,549	11,716
20 Union	10,316	12,603
21 Sterling	8,046	8,712
22 Woodland	7,492	7,213
23 South	7,009	7,729
24 Hough	6,197	7,845
25 Brooklyn	5,419	6,430
26 Jefferson	3,587	3,987
27 Garden Valley	2,857	3,220
28 Broadway	1,687	1,966
	416,649	473,177

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**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR JULY 2011**

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Loans* to:					
CLEVNET	82,064	78,520	535,828	539,992	-0.8%
MORE	606	823	6,303	6,054	4.1%
Other Libraries	481	495	3,819	4,377	-12.7%
TOTAL	83,151	79,838	545,950	550,423	-0.8%

*Totals included in Main Library and Branch circulation counts.

ANALYSIS OF MAIN LIBRARY REFERENCE QUESTION LOAD	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Projected	25,447	28,782	173,755	181,027	-4.0%
KnowItNow Web Reference*	235	394	5,801	8,787	-34.0%
Interlibrary Loan Requests	2,830	3,570	25,756	26,651	-3.4%
TOTAL	28,512	32,746	205,312	216,465	

*Questions taken by CPL staff only. As more partner libraries throughout Ohio sign on to provide the service, what had been CPL's disproportionate share as a provider will continue to diminish.

CHANGES IN PERMANENT COLLECTION	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
New Titles Added	6,914	6,488	52,128	45,450	14.7%
Total Items Added	25,488	27,370	206,042	205,925	0.1%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Main Library	200	208	1,392	1,533	-9.2%
Branches	5,850	6,107	41,043	43,710	-6.1%

MYTUNES	July 2011
Songs Downloaded	2,894
Users	843
New Registrations	27